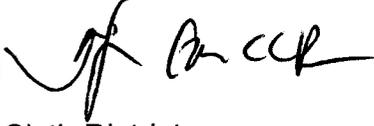




Date: November 21, 2006
To: Honorable Mayor and City Council 
From: Councilwoman Laura Richardson, Sixth District
Subject: AGENDA ITEM: REQUEST TO ESTABLISH AND PROMOTE A "MILITARY MONDAY" PROGRAM IN THE CITY OF LONG BEACH

BACKGROUND

States and Cities throughout the nation have adopted a variety of programs exempting veterans and current military personal from paying for various municipal services (i.e. city parking fees). In addition, these government entities are actively working with private business and corporations to encourage them to institute similar discount programs.

These efforts have resulted in numerous efforts including New Hampshire, Kansas City Chiefs Football team, and Culver City. Examples of existing military discounts include the following:

- The Kansas City Chiefs offering 10% to veterans and active personnel.
- Hot Wings offer 20% discount to all military personnel on food and merchandise.
- Culver City exempts veterans with specialized plates from paying for city parking.

PROPOSED ACTION

I respectfully request that the City Council direct the City Manager to work in conjunction with the Long Beach Chamber of Commerce, area business associations such as Downtown, Bixby, Belmont Shore and Towne Center and various city entities to establish a "Military Monday" program in Long Beach. An Updated report should be available within 60 days.

CLR/HR
Military Monday request